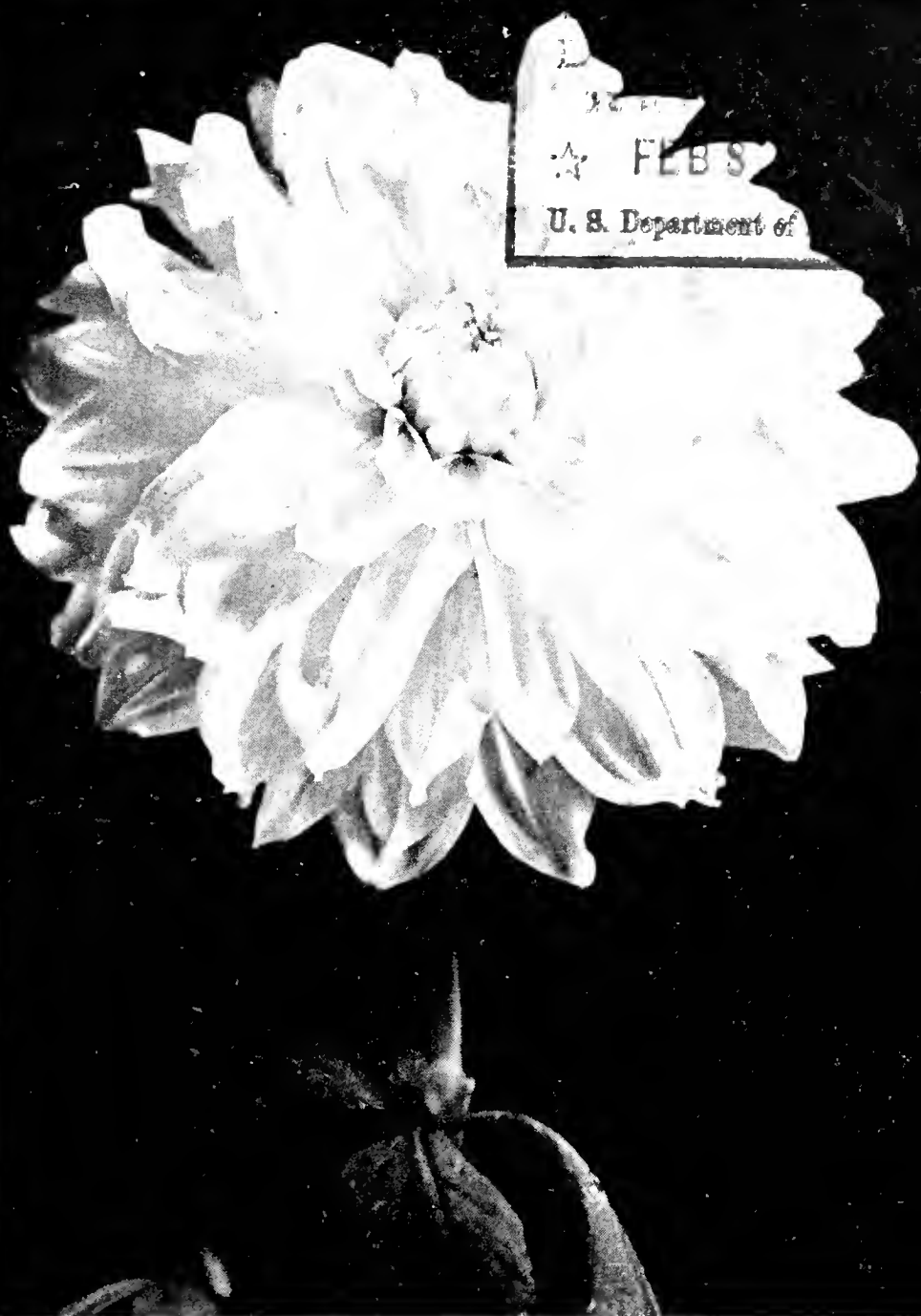


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1937
DAHLIAS



ERIN-GO-BRAH

Alice Meussdorffer
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA

IN presenting our 1937 Catalogue, we are happy to tell you of our fine New Introductions, which were so greatly admired during 1936 and the pleasure given by our fine Displays, not only at the Show, but by our leading florists, who specialize in spectacular and fine dahlias for their window displays.

Dahlias will no doubt become the most popular cut flowers, since the marvelous Introduction by Mr. N. J. K. Lewis of 2515 Sacramento St., San Francisco, of his preservative for cut flowers, which not only keeps dahlias in perfect condition 4 to 5 days after being cut, but also keeps the water sweet.

We were the proud Winners of the Mid West Dahlia News Medal for the Best New One-Year Seedling of promise, on our glorious New Seedling, the loveliest, pure velvety pink formal decorative of immense size, and which I believe was the most admired dahlia in the Show, as was our entire display, which as usual was outstanding, judging from all the comments passed on it. Great baskets and tall vases of my giants, Elizabeth Rethberg, Kaweah and others were awarded prizes. Our Show was late for San Francisco and I was unable to enter my New Introductions in competition. They are all Outstanding Dahlias, which have commanded great admiration whenever seen. We are always interested in hearing how our dahlias grew for you.

With best wishes for 1937,

Sincerely,

ALICE MEUSSDORFFER.

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IMPORTANT

For the last three years my dahlias have been grown in New Jersey by my Eastern Grower, Charles H. Smith, of Mays Landing, N. J., and they have been very fine. A good stock of my New Dahlias, as well as previous Introductions, is available for the 1937 Season for those who prefer Eastern grown stock of California Dahlias.

At Mr. Smith's request all Orders and Remittances must be sent to me, and we will at once notify our Eastern Grower to ship to you direct.

ORDER EARLY—Shipments are made about April 1st unless otherwise specified. No deliveries before February 1st. All shipments before April 1st, except on the Pacific Coast, are sent by Express Collect to insure against freezing.

WE GUARANTEE—All roots true to name and color, and to be in growing condition when received, after which our responsibility ceases. Please notify us at once if anything is unsatisfactory when received, or any root does not start to grow after being planted a reasonable time.

TERMS—Cash with order or before date of shipment. On retail orders for California delivery, 3% should be added to cover Sales Tax. On retail orders less than \$2.00 add 25c to cover postage.

WHOLESALE GROWERS—Entitled to one-third discount if identified by business stationery.

NAME AND ADDRESS—Please write name and address plainly.

ABBREVIATIONS—New Dahlia Classifications: F.D. Formal Decorative: I.D. Informal Decorative: S.C. Semi-Cactus: Pom. Pompon.

*California Origin.

OUR 1937 INTRODUCTIONS

ERIN-GO-BRAH

Illustrated on front cover. Formal Decorative of immense size and great depth. It is a clear light yellow color, with a greenish tinge. A splendid clean looking flower, with very strong straight stiff stems, on medium tall bushes, pest resisting foliage, prolific bloomers and excellent keepers and very popular. Fine large blooms never showing center until the end of the season. Did exceptionally well in the East.

ROOTS. \$15.00

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SCHIPA



SCHIPA

Informal Decorative, named for the World Renowned Tenor of the Metropolitan Opera Company. This large dahlia of very fine form is a lovely rich velvety ruby red with curling twisting petals, very strong wiry stems, and a fine bloomer, on a medium tall bush, a greatly admired flower. Visitors in my garden invariably raved about its fine form and glorious coloring. Report from the East said: "Schipa was one of the best you sent, prolific bloomer, early and late, fine bush and stems, does not fade, centers are always good, averages 8-10 inches." We have grown it larger. It is one of the really first class red dahlias.

ROOTS. \$15.00

SIERRA SUNRISE



SIERRA SUNRISE

Was withdrawn last year as stock was scarce. Informal Decorative of immense size and a glorious bronzy orange when matured, great depth, long strong wiry stiff straight stems, with superb bearing and very spectacular. The great blooms are held well up out of the strong growing, insect-resisting bush whose height is about five feet. It is a prolific bloomer, and greatly admired by all. First Prize Winner as a Two-Year-Old Seedling. A Spectacular Dahlia.

Carl Salbach, the eminent grower and our greatest judge of dahlias, says of SIERRA SUNRISE in his catalog: (Quote) "Best of any 1937 introduction we have seen, was our verdict after comparing Miss Alice Meussdorffer's great new dahlia, 'Sierra Sunrise,' with the other new dahlias of Central California. Very definitely a clean 'break,' being a new and most desired color, it is in our opinion the most outstanding of Miss Meussdorffer's creations, destined, we believe, to an even more outstanding future than the giant Kaweah. It is well named, for with its new color, deep rich bronzy orange, this remarkable dahlia can give you the same needle-point thrill as a brilliant sunrise in California's Sierra mountains.

"In our opinion, this variety is the finest of all the Meussdorffer dahlias; also the best new Introduction we have seen this season. It was so outstanding that we made special arrangements to be allowed to help introduce Sierra Sunrise. The color

which is deep autumn-orange, or bronzy orange, is a new shade in dahlias and certainly a welcome one. Its color is far richer than that of any other orange dahlia grown. Growth is excellent, stems long and strong, it is a good keeper, and the blooms are large. It is a variety that is well worthy of our full praise. Sierra Sunrise was originally billed for introduction last season, but was withdrawn from the market with no tubers having been released. Stock, however, is still most limited, and we feel almost certain that Sierra Sunrise will be sold out before the season is over. One of the best dahlias we have ever seen." (Unquote.)

Mr. Salbach saw Sierra Sunrise blooming in our gardens in late September, which is late for our dahlias.

ROOTS (Ready Feb. 1) \$15.00

PLANTS (Ready in May) \$ 7.50

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OUR 1936 INTRODUCTIONS
GRACE DOUGLAS



GRACE DOUGLAS

American Home Dahlia of Distinction. Outstanding Dahlia in New York Botanical Gardens. I. Dec. of a luscious, clear pink color, deeper pink at high center of flower, shading lighter towards tips of petals when matured, about the color of the pink pearl rhododendron, very lovely; immense size and great depth; easily grown to 12 inches by 8 deep. Petals

curl and twist, enhancing the beauty of the flower. Bushes about four ft. high, excellent growth and very good stems; a splendid keeper as a cut flower, very prolific bloomer, and very popular. ROOTS, \$10.00

ELIZABETH RETHBERG

A DERRILL HART Dahlia Champion. Giant I. Dec. Winner of First Prize as Best Two-Year-Old Seedling. First Prize



ELIZABETH RETHBERG

Winner in 1935 at Ohio Valley Show in Cincinnati. It is a magnificent giant, flawless, clear, exquisite pink dahlia of great depth which I have grown to 14 inches. It is so full when matured that the petals entirely cover the stem at the back; it stands heat well, does not fade in spite of its exquisite coloring, and blooms continuously, holding its great blooms well up out of the tall bush on long strong stiff

stems. A wonderful keeper when cut or on the bush. It is named for the beautiful, glorious, peerless, world-renowned Grand Opera Star of the Metropolitan Opera House of New York. Derrill Hart said of it: "One of the Outstanding dahlias at the New York Botanical Gardens, and I believe the best dahlia this Originator has sent East." Reports from other sections were all very fine. Our stock of it is unpropagated, therefore the best. ROOTS, \$7.50

Other Dahlias of Our Own Creation

ALICE GENTLE—Outstanding in the New York Botanical Gardens. A magnificent striking, fiery, flaming, rich scarlet red. F. Dec. of immense size and great depth. First Prize Winner as Best Two-Year-Old Seedling. The color is positively dazzling, it is so rich and bright. A marvelous addition to a garden. Strong bushes, blooms having three-foot stems, holding the flowers well above the foliage. Derrill Hart said: "Alice Gentle was really magnificent in his Garden."

ROOTS, \$5.00

*ALICE MEUSSDORFFER—I.D. This large refined and exquisitely beautiful dahlia is universally admired in the East as well as the West. Dr. Howe, Director of the New York Botanical Gardens, wrote me of its great beauty and how universally it was admired there. The color is a clear pinkish orchid, with a velvety texture; flowers often measure 10 in. and over, and are held perfectly erect on long, wiry, straight stiff stems above the attractive lace-like foliage. Very prolific

bloomers, and the tall bushes with the masses of glorious blooms are most attractive in the garden. \$1.50

***BELLATRIX**—I.D. This large bloom of great depth was well liked in the East. The color is amber yellow ground, rose center, petals tipped and splashed with rose. Very popular as a cut flower, an excellent keeper and always greatly admired. The large flowers are held erect on long strong stems on tall bushes.

ROOTS, \$2.50

***CAROLINE MEUSSDORFFER**—F.D. This large dahlia of great beauty, depth and fine form, is named for my dear mother. The color is creamy yellow center, shading to a bronzy salmon pink to edge of flower; stems are long and strong, bushes tall and always full of blooms.

ROOTS, \$1.00

***COLEENA COOPER**—S.C. An unusually beautiful and lovely rich ruby red dahlia with a light lilac reverse; the petals curl and twist, giving the effect of a light tip, that is most attractive. Very large deep blooms with stiff wiry stems, holding the flowers well up out of the medium tall bushes; foliage is lace-like, very attractive and pest-resisting; a prolific bloomer, fine keeper and very popular. Excellent reports from various sections.

ROOTS, \$5.00

***FLAMENCA**—S.C. A large lovely cactus dahlia of a rich warm velvety peach color, with great depth, on tall bushes; stems are long and strong.

ROOTS, \$1.00

***GLADYS YOUNG**—I.D. Prize Winner for Best Yellow Dahlia. Immense blooms and fine form; easily grown to 12 inches and more by 6-8 deep; very beautiful clear canary yellow blooms of great depth are common; stems are long and strong on tall bushes.

ROOTS, \$1.50

***JOHN MEUSSDORFFER**—F.D. Honor Roll Dahlia. Prize Winner. Named for my father, a California Pioneer, a great lover of flowers, who planned the beautiful grounds in which I raise my dahlias. A stunning large dahlia of a glorious rich vivid scarlet; stems are straight and strong. In a warm climate, bush grows 5 feet tall, full of large flowers; considered the best red by many.

ROOTS, \$1.00



KAWEAH—12-16 $\frac{1}{2}$ in.

***KAWEAH**—Greatest Prize Winner for Largest Dahlia in Show since its Introduction, according to Morgan T. Riley in Sept. 1935 issue of the American Home. Winner of First Prize and Sweepstakes in Chicago at the Century of Progress Show in 1933 and 1934 for Largest Dahlia in Show. Honor Roll. Winner at Grand Rapids 1934. Excellent reports from Australia, Holland, Germany, Canada, New Jersey,

Connecticut, Ohio, Chicago, Seattle and many other places where Kaweah has been grown to 15 inches. It was sent to Chicago by Air Express in 1933, arrived in perfect condition, and lasted four days in fine condition till the end of the Show. Grown in Chicago and exhibited and First Prize won by an amateur for Largest Flower at World's Fair in 1934.

Kaweah is named for one of our mountain peaks in the High Sierras of California. It has everything: huge size, splendid long, strong, straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance, and splendid keeping qualities. First flowers have been 13½ to 16½ inches, with great depth; late flowers 10 to 12 inches. These tremendous blooms are held perfectly erect on very long straight stiff stems, 18 to 24 inches to first lateral, requiring very little disbudding, one lateral being sufficient. As many as 4 and even 8 enormous blooms at one time on a bush. Experts say: "In a room full of dahlias, it arrests the eye by its size, shape and bearing." Exceptional prize-winning unpropagated stock. (Illustrated on Back Cover.) Roots. \$1.50

*LAWRENCE TIBBETT—Eastern and Western Honor Roll. F.D. This immense 10 to 14 in. dahlia of fine form and beautiful coloring was selected by the world-renowned Singer and Movie-actor, personally to bear his name. The color is a warm glowing clear pink peach. The large flowers are held



LAWRENCE TIBBETT

erect on strong, straight long stems, on tall bushes; prolific bloomers, having excellent keeping qualities. It is one of the few dahlias that may be cut before matured, and that will open perfectly in water and last for a full week. Have had excellent reports on it from all sections. Winner of many prizes. Fine unpropagated stock. Roots. \$2.50

*LUCIA VON GONTARD — F.D. This large beautiful dahlia of unusually lovely coloring and great depth was selected by the beautiful and charming Baroness Gert von Gontard to be named for her, at the Dahlia Society of California Show in 1934. The color is a tea rose or creamy apricot ground, with a warm violet rose center, tips and reverse of petals violet rose, each petal edged by this lovely color, suffusing the entire flower with an indescribably lovely coloring. Stems are long and strong, holding

the large blooms well up out of the tall bush, that blooms continuously, and has every good quality. This dahlia combined with the Lawrence Tibbett is ideal for vase or basket decoration. ROOTS, \$5.00

*MAY DEARBORN SCHWAB—I.D. American Home Achievement Medal Winner. Honor Roll. Large beautiful dahlia of Chinese violet color, tall bush, long stems. ROOTS, \$1.00

*MOONBEAM—F.D. American Home Achievement Medal Winner, 1931. Honor Roll. Large primrose yellow of fine form, erect carriage, on a tall bush. ROOTS, \$1.50

*REYNOLD—F.D. A strikingly beautiful dahlia, strawberry red, splashed bright carmine, center and reverse of petals, cream; long stems and medium tall bushes. ROOTS, \$1.00

*ROSALIND KEEP—F.D. First Prize Winner for Best Basket of 25 Blooms in 1932-33. An exquisitely beautiful flower of a pure shell-pink with white center, and water-lily form. 10-inch blooms are common on long strong stems on strong bushes. Excellent cut flower. ROOTS, \$1.50

*SIRIUS—American Home Honor Roll. I.D. Hailed at the San Francisco Show as the long-awaited blue dahlia. Described as grown in New Jersey: "SIRIUS is the nearest to a blue dahlia we have to date. Here it is a real bluish purple, with very little of the pink in it. An outstanding dahlia and we have nothing in any way similar here. A very prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing." Visitors to my garden invariably exclaimed: "A blue dahlia!" ROOTS, \$5.00

*STEPHEN MATHER—I.D. Immense dahlia of unusual coloring and great strength. The color of this large dahlia is a brown old rose, with violet reverse; long strong stems, with lace-like foliage. ROOTS, \$1.50

*TRISTAN—F.D. Large rich glowing velvety red dahlia of fine form; is held erect on strong stiff stems, on sturdy bush, very attractive. ROOTS, \$1.00



GOOD VARIETIES OF OTHER GROWERS

ALEC CRAIG—S.C. True pink, white center, long strong stiff stems. ROOTS. \$1.00

*AMBASSADOR—S.C. Large soft yellow and salmon, strong stiff stems. My stock is of the original \$50.00 Prize Winning Stock. Perfect centers. ROOTS. \$.75

*AMUN RA—F.D. Stunning copper and orange, with scarlet reverse. Long strong stiff stems. ROOTS. \$.50

ANDREA ERICSON—Immense white dahlia of fine form, with long stiff stems. ROOTS. \$1.00

ANTARES—F.D. A very fine large pure scarlet red dahlia, long strong stiff stem, on fine bush. ROOTS. \$1.50

ARELDA-LLOYD—I.D. Golden Yellow. This fine dahlia is a yellow sport of Jane Cowl, having all its good qualities. ROOTS. \$2.50

CONQUISTADOR—S.C. Soft creamy yellow, shading to glowing pink at base of petals. Tall plants, long strong stem flowers. ROOTS. \$1.00

EDNA FERBER—S.C. One of the finest. Immense glistening coral, shading to old gold; full flower. ROOTS. \$.75

*ELINOR VANDERVEER—F.D. A magnificent large satiny rose pink dahlia, excellent keeper. ROOTS. \$.50

JANE COWL—I.D. Great Prize Winner. Large flower of buff, salmon and orange; very popular. ROOTS. \$.50

SNOW CAP—Ball. Pure white, fine cut flower. ROOTS. \$1.00

*SNOW QUEEN—Ball. Excellent white. ROOTS. \$1.00

*SATAN—S.C. Immense scarlet, with yellow reverse, long strong stems on tall strong bush. Great Prize Winner. ROOTS. \$1.50

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MINIATURE DAHLIAS

*LUANA—My 1935 Introduction. Prize winner whenever entered in competition. I.D. Considered the best min. by experts. Coral rose color, unusually fine form, long firm stems and attractive foliage. Very popular. ROOTS. \$1.50

LITTLE JEWEL—Dec. Clear delicate pink, small. \$.35

*MISS VIVIAN—I.D. Rose pink, with rather compact formation, good long stems. Honor Roll. ROOTS. \$1.50

CORONNE—Dec. Very fine white, resembling a gardenia. ROOTS. \$.50

POMPON DAHLIAS

*BANTAM—Best red for cutting long stems.	\$.35
*BOSSY—Light phlox purple, darker center, long stems.	.35
DAISY—Salmon rose, long stems.	.50
DARKEST OF ALL—Maroon, almost black.	.75
DEEDEE—Small, dainty, bluish lavender.	.35
GIRLIE—Lilac pink, long stems.	.35
*HELEN ANITA—Pink lavender, white center.	.35
JOE FETTE—Pure white.	.35
JOHNNY—Very dark red, small and perfect.	.35
*LARRY—Golden amber, darker center, long stems.	.35
*LITTLE DAVID—Deep burnt orange, fine form.	.35
*LORRAINE—Lovely amber, old rose center and tips, long stems, good bloomer, fine cut flower.	.50
MARIETTA—Deep rosy crimson.	.35
*MINNIE MELLIS—Orchid rose, tipped and flushed with deep orchid, with a deeper eye; long stems.	.50
NELLIE FRASER—Light pink, edged with rose.	.35
REGULUS—Cerise purple, small perfect form.	.25
ROSEA—Bluish lilac, small and prolific.	.50
TOMMY KEITH—Crimson, tipped white.	.35
YELLOW GEM—Pure yellow, excellent for cutting.	.25

POMPON COLLECTIONS

\$2.50 and \$3.50 per dozen, net

Miniature Seed, \$.50 pkt. Pompon Seed, \$.50 pkt.

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SPECIAL LARGE DAHLIA COLLECTIONS

Made up of first-class varieties all tagged with their proper names and all different. These are real bargains:

\$25.00 per doz. \$10.00 per doz. \$7.50 per doz., net





KAWEAH—12 to 16½ inches

Greatest Prize-Winner for Largest Dahlia in Show since its Introduction, according to Morgan T. Riley in Sept. 1935 issue of American Home

Winner of First Prize and Sweepstakes in Chicago Century of Progress Show in 1933. For full description see Page 7.

If you wish to keep in touch with the dahlia news of the world, join the

AMERICAN DAHLIA SOCIETY

A quarterly Bulletin is issued devoted to dahlia information. Membership \$2.00 per year, payable to

C. LOUIS ALLING, 251 Court St., West Haven, Conn.

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Member of the DAHLIA SOCIETY OF CALIFORNIA